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**REDUCING BURN-IN ASSOCIATED WITH MISMATCHED VIDEO IMAGE/DISPLAY
ASPECT RATIOS**

ABSTRACT

5 A method, apparatus, and system for reducing burn-in associated with mismatched active image and video display aspect ratios is disclosed. Burn-in, which may occur from displaying a full widescreen image on a standard display or displaying a full standard image on a widescreen display, is reduced by shifting, over time, the position of the full images within the displays.